

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

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Client Number: 09-0100-6 / IA

AD AGE WEB SITE ACTIVITY

Primary URL:

<http://www.AdAge.com>

Publisher:

Adage.com

711 Third Avenue

New York, NY 10017-0111

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Publisher's Description:

AdAge.com is a constantly updated site publishing news stories about the advertising, marketing and media industries. It is aimed at a national and international audience of marketing professionals, ad agency personnel and media executives. The site includes some features from the weekly Advertising Age print magazine as well as special reports, marketing data and an in-depth archive of past coverage.



1. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR THREE MONTHS ENDED MARCH 31, 2009:

JANUARY	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	3,595,206	115,974	147,074	39,953
Visits	1,224,648	39,505	50,641	12,284
Unique Users	694,902	33,449	42,816	10,553
Average Duration per Unique User Visit: 18 minutes 21 seconds.				
FEBRUARY	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	4,395,778	156,992	198,821	52,421
Visits	1,288,118	46,004	58,516	14,725
Unique Users	725,784	38,855	49,276	12,804
Average Duration per Unique User Visit: 17 minutes 43 seconds.				
MARCH	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	3,986,317	128,591	163,217	43,950
Visits	1,459,653	47,086	60,524	14,235
Unique Users	795,471	39,785	51,139	12,030
Average Duration per Unique User Visit: 18 minutes 50 seconds.				
JANUARY-MARCH	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	11,977,301	133,081	168,794	45,173
Visits	3,972,419	44,138	56,499	13,711
Unique Users, See Par. 6	2,013,251	37,313	47,696	11,757

2. TOTAL ACTIVITY BY DAY FOR THREE MONTHS ENDED MARCH 31, 2009:**JANUARY**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	30,594	11,581	10,310	11	43,501	14,507	12,708	21	158,780	50,840	42,215
2	47,614	15,993	13,690	12	150,161	53,504	44,767	22	162,762	53,839	45,446
3	26,455	9,150	7,862	13	165,183	58,119	49,431	23	129,121	40,920	34,233
4	36,501	11,960	10,283	14	150,089	53,487	45,426	24	39,550	11,104	9,336
5	158,033	54,870	45,655	15	147,089	52,359	44,165	25	50,997	14,934	12,726
6	168,796	57,568	48,095	16	120,732	41,561	35,023	26	202,737	70,924	60,280
7	160,207	53,024	44,312	17	34,598	10,527	8,951	27	207,482	74,474	62,858
8	144,688	51,241	43,273	18	48,404	14,077	12,005	28	171,161	58,476	49,183
9	122,872	47,845	41,675	19	149,748	47,309	40,443	29	174,349	58,972	50,190
10	34,282	10,866	9,364	20	174,895	60,320	51,110	30	138,536	46,868	40,169
								31	45,289	13,429	11,738

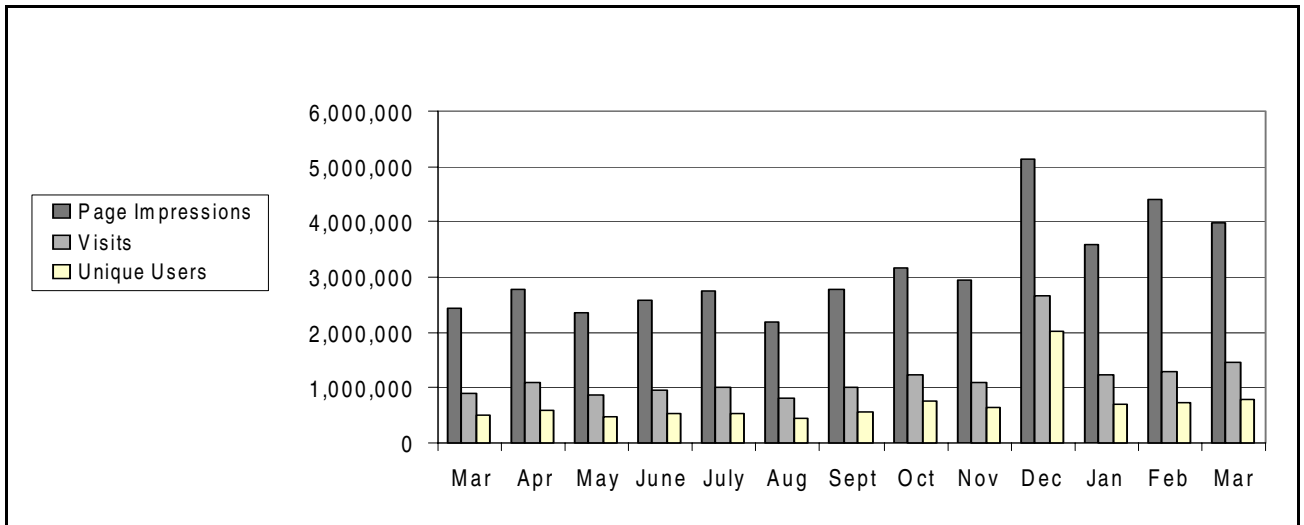
FEBRUARY

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	94,999	23,332	20,941	11	162,439	53,946	45,692	21	37,034	11,373	9,693
2	698,698	115,684	96,037	12	167,745	59,497	49,999	22	48,957	14,346	12,228
3	351,867	83,870	71,422	13	121,358	41,060	34,790	23	187,553	67,885	56,897
4	237,459	65,589	55,746	14	34,676	10,441	8,834	24	170,822	61,648	51,768
5	206,618	63,270	53,338	15	49,811	15,507	13,547	25	142,527	47,137	39,225
6	153,600	49,549	42,763	16	96,879	30,141	26,074	26	181,269	61,509	51,491
7	52,306	14,699	13,034	17	172,428	58,737	49,667	27	119,133	41,300	34,808
8	63,920	16,645	14,417	18	162,604	55,137	46,440	28	37,657	11,460	9,738
9	183,828	58,753	49,445	19	160,232	53,911	44,526				
10	179,323	60,401	50,896	20	120,036	41,291	34,495				

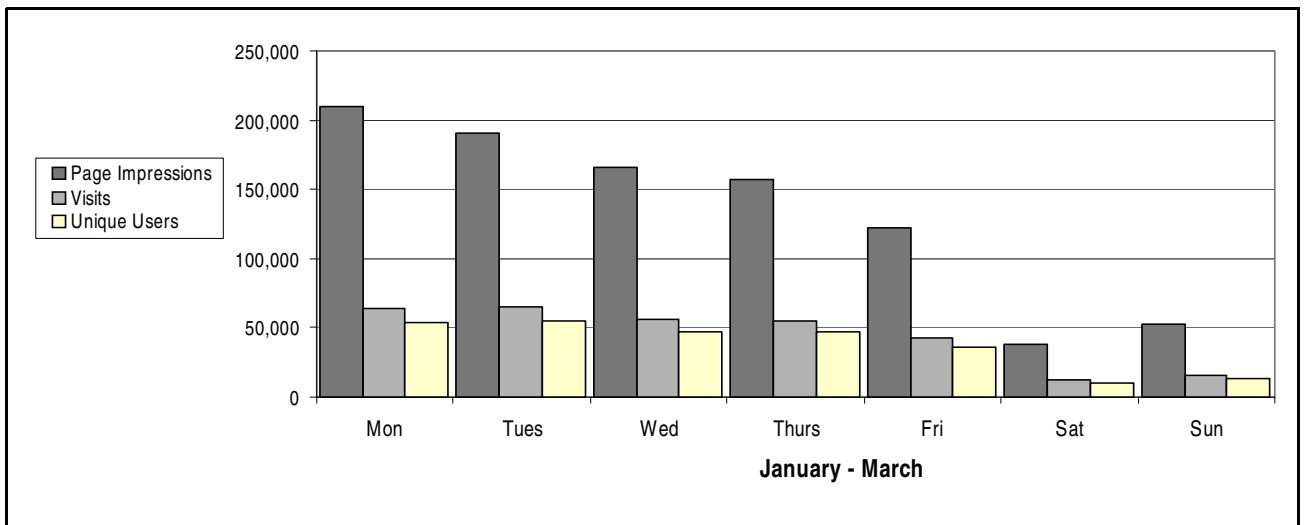
MARCH

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	48,985	14,908	12,722	11	154,322	56,409	47,863	21	38,129	13,287	11,155
2	175,122	63,049	53,397	12	164,689	62,924	52,523	22	50,456	16,606	13,948
3	171,553	61,323	51,329	13	119,994	43,080	36,120	23	182,608	67,896	56,662
4	178,617	66,517	56,740	14	34,330	11,148	9,222	24	169,030	61,173	51,253
5	156,239	54,950	46,104	15	43,838	13,623	11,249	25	156,593	55,279	46,552
6	111,827	38,560	32,546	16	164,533	60,496	50,784	26	180,049	74,202	64,323
7	35,131	10,102	8,567	17	169,104	62,879	52,307	27	140,608	57,981	50,292
8	45,359	13,143	11,217	18	149,883	54,209	45,252	28	45,019	17,073	14,771
9	183,384	68,217	58,247	19	166,393	63,085	53,124	29	54,304	18,228	15,418
10	192,409	78,042	68,368	20	136,108	50,894	42,805	30	189,417	66,123	54,624
								31	178,284	64,247	53,837

3a. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MARCH 31, 2009:



3b. AVERAGE DAILY USAGE BY DAY OF THE WEEK:



3c. TOTAL ACTIVITY BY WEEK FOR THREE MONTHS ENDED MARCH 31, 2009:

Week Beginning	Page Impressions	Visits	Unique Users
December 28, 2008	364,902	131,189	102,104
January 4, 2009	825,379	287,374	197,231
January 11, 2009	811,353	284,064	197,485
January 18, 2009	863,260	278,409	195,323
January 25, 2009	990,551	338,077	237,594
February 1, 2009	1,795,547	415,993	302,939
February 8, 2009	913,289	300,743	206,158
February 15, 2009	799,024	266,097	186,127
February 22, 2009	887,918	305,285	209,933
March 1, 2009	877,474	309,409	212,240
March 8, 2009	894,487	332,963	233,378
March 15, 2009	867,988	318,473	215,433
March 22, 2009	924,363	350,210	246,898
Weekly Averages	908,887	301,407	210,988

4. MOST POPULAR SECTIONS WITHIN THE SITE:

Description	Page Impressions	Daily Average	% of Grand Total
Home Page	2,134,087	23,712	17.8
Top News of the Day	1,867,979	20,755	15.6
Digital	1,075,865	11,954	9.0
3 Minute Ad Age Videos	1,050,426	11,671	8.8
Mediaworks	832,119	9,246	6.9
Search	809,272	8,992	6.8
Special Report(s) *	675,030	7,500	5.6
Talent Works	673,101	7,479	5.6
Agency News	554,213	6,158	4.6
Columnists	417,441	4,638	3.5
Data Center	213,329	2,370	1.8
Small Agency Diary	208,762	2,320	1.7
Madison + Vine	206,886	2,299	1.7
CMO Strategy	198,218	2,202	1.7
Video	173,175	1,924	1.4
The Big Tent	107,475	1,194	0.9
AdAges	106,584	1,184	0.9
Print Edition	72,804	809	0.6
Hispanic Marketing	63,362	704	0.5
Current Issue	55,348	615	0.5
Ad Age Events	43,744	486	0.4
American Demographics	26,467	294	0.2
People and Players	18,093	201	0.2
Campaign Trail	13,790	153	0.1
Archives	13,696	152	0.1

*Special Reports includes : Agency A List 2009, Super Bowl 2009, Digital A List and Others.

5. PROFILE OF TOP 75 USERS BY DOMAIN:

Domain	Company	Page Impressions
1 MAJOR ISP's	misc.	4,523,451
2 Known Educational Establishments (.edu)	Miscellaneous universities and schools	54,079
3 publicisgroupe.com	Publicis Groupe	43,915
4 microsoft.com	Microsoft Corporation	38,575
5 mccann.com	McCann World Group	29,045
6 nbcuni.com	NBC Universal, Inc.	28,873
7 yr.com	Young and Rubicam	26,566
8 timeinc.com	Time Warner	26,482
9 pg.com	Procter & Gamble	26,232
10 cbs.com	CBS Broadcasting	23,961
11 ogilvy.com	Ogilvy Advertsing	21,241
12 advancemags.com	Advance Magazine Group	19,255
13 ford.com	Ford Motor Company	19,031
14 generalmills.com	General Mills	16,683
15 foxinc.com	Fox Broadcasting	16,342
16 disney.com	Disney Corporation	16,176
17 globalmediaxchange.com	Carat North America	15,329
18 yahoo.com	Yahoo!	14,650
19 turner.com	Turner Broadcasting	13,505
20 interpbulic.com	Interpublic Group	10,912
21 tbwachiat.com	TBWA Chiat Day	10,725
22 unilever.com	Unilever PLC	9,778
23 cpbgroup.com	Crispin Porter + Bogusky	9,398
24 espn.com	ESPN Networks	9,006
25 grey.com	Grey Global Group	8,690

5. PROFILE OF TOP 75 USERS BY DOMAIN: (Continued)

Domain	Company	Page Impressions
26 edelman.com	Edelman Public Relations	8,174
27 starbucks.com	Starbucks Corporation	7,803
28 trb.com	Tribune Company	7,396
29 gsdm.com	GSD&M	7,372
30 rga.com	R/GA	6,823
31 usps.gov	US Postal Service	6,763
32 gannett.com	Gannett Media	6,624
33 wk.com	Wieden+Kennedy	6,537
34 ddb.com	DDB Worldwide	6,377
35 ko.com	The Coca-Cola Company	6,377
36 google.com	Google	6,199
37 kcc.com	Kimberly-Clark Corporation	6,157
38 campbell-ewald.com	Campbell-Ewald	5,870
39 sony.com	Sony Corporation of America	5,777
40 discovery.com	Discovery Communications Inc.	5,460
41 univision.net	Univision Communications Inc.	5,008
42 eurorscg.com	Euro RSCG Worldwide -Combine with mvbms.com	4,770
43 richards.com	The Richards Group	4,689
44 af.mil	US Air Force	4,547
45 intel.com	Intel Corporation	4,486
46 hp.com	Hewlett-Packard Company	4,423
47 resourcesuk.com	Publicis Groupe UK	4,315
48 valassis.com	Valassis Communications	4,212
49 clearchannel.com	Clear Channel Communications	4,079
50 wal-mart.com	Walmart Corporation	4,049
51 twi.com	Time Warner -Combine with timeinc.com	3,896
52 nike.com	NIKE, Inc.	3,823
53 mdp.com	Meredith Corporation	3,751
54 godiva.com	Godiva Chocolatier Inc.	3,715
55 insidemedias.net	WPP's Group M Worldwide	3,594
56 belo.com	Belo Corporation	3,567
57 army.mil	US Army	3,479
58 mpg.com	Havas Media	3,443
59 razorfish.com	Avenue A Razorfish	3,437
60 maclaren.com	MacLAREN McCANN	3,374
61 criticalmass.com	Critical Mass	3,371
62 jnj.com	Johnson & Johnson	3,332
63 daileyads.com	Dailey & Associates Advertising	3,329
64 bradv.com	bernstein-rein	3,262
65 weather.com	The Weather Channel	3,066
66 navy.mil	US Navy	3,015
67 rpa.com	Rubin Postaer & Assoc.	2,901
68 wingpr.com	GREY Puerto Rico	2,783
69 spotcable.com	National Cable Communications LLC	2,777
70 wells Fargo.com	Wells Fargo Bank	2,708
71 lee.net	Lee Enterprises	2,647
72 pfizer.com	Pfizer Corporation	2,614
73 marsusa.com	MARS Advertising	2,509
74 tns-global.com	Taylor Nelson Sofres	2,427
75 bridgeworldwide.com	Bridge Worldwide	2,391

6. EXPLANATORY:

Par. 1: This site uses the Cookie-based method to measure Unique Users. If cookies are not accepted, then the IP address & User-agent in combination based method is used to measure Unique Users.

Note: The Total number of Unique Users is adjusted to remove duplicate Visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period in Par. 1.

The Daily average represents the number of Unique Users that visited the site each day as shown in Par. 2, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

JANUARY

Average Duration per Visit: 9 minutes 43 seconds. This calculation excludes 783,647 visits for which duration could not be measured due to only one request during a particular user's session.

Average Duration per Unique User Visit: 18 minutes 21 seconds. This calculation excludes 461,312 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 82,557 Unique Users that were in both categories.

Total Monthly Duration per Unique User: 34 minutes 38 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

FEBRUARY

Average Duration per Visit: 9 minutes 55 seconds. This calculation excludes 791,369 visits for which duration could not be measured due to only one request during a particular user's session.

Average Duration per Unique User Visit: 17 minutes 43 seconds. This calculation excludes 447,855 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 91,655 Unique Users that were in both categories.

Total Monthly Duration per Unique User: 31 minutes 39 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

MARCH

Average Duration per Visit: 9 minutes 40 seconds. This calculation excludes 974,533 visits for which duration could not be measured due to only one request during a particular user's session.

Average Duration per Unique User Visit: 18 minutes 50 seconds. This calculation excludes 546,401 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 96,680 Unique Users that were in both categories.

Total Monthly Duration per Unique User: 36 minutes 40 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

DEFINITIONS:

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. ABC Interactive only measures successful communications.

HTML Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Web site activity that is generated by individuals with IP addresses known to be associated with the web site. This activity is excluded from the Audit Report.

Nonqualifying Activity: Unsuccessful transfers of requested documents. Also, successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request), are considered nonqualifying and have been deducted from reported figures.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

User/Visitor: A unique IP address with heuristic.

Visits: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Audit Bureau of Verification Services, Inc.:

We have examined the activity records and other data presented by this Web Site for the period covered by this Audit Report. Our examination was made in accordance with the Bureau's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Web Site activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

Audit Bureau of Verification Services, Inc.

(Ad Age Web Site, Page #6 - #220837)

July, 2009

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